

REMARKS/ARGUMENTS

Favorable reconsideration of this application is respectfully requested.

Claims 1-39 are pending this application. Claims 1-17 and 19-39 were rejected under 35 U.S.C. § 103(a) as unpatentable over U.S. patent 5,979,757 to Tracy et al. (herein “Tracy”). Claim 18 was rejected under 35 U.S.C. § 103(a) as unpatentable over Tracy in view of U.S. patent 4,189,730 to Murdock.

Addressing the above-noted rejections, those rejections are traversed by the present response.

Initially, applicants note the only part of the disclosure in Tracy specifically directed to the use of an electronic coupon system is at column 12, line 51 to column 3, line 37. At such portions Tracy clearly fails to describe the specific claimed procedures as now discussed below.

Each of independent claims 1, 2, 17, 19, and 37 is amended by the present response to clarify features recited therein. Specifically, independent claim 1 now clarifies that the radio LAN “is independent from a public communication network provided by communication providers”. Independent claim 1 also further clarifies that the requested check of whether the radio portable terminal is an electronic coupon sending/collecting target or not is “through a local network that is independent from the radio LAN”. Independent claim 1 also clarifies that a result of the check from a server device to a radio base station is “through the local network”. The other above-noted independent claims clarify at least certain similar features as noted above.

Independent Claims 1, 2, 17, 19 and 37 are directed to enabling sending and receiving of various electronic coupons between a portable terminal of a user and a system of a business enterprise without utilizing communication providers. Instead, in the noted claims communication between a portable terminal and a radio base station is through a radio LAN

independent from a public communication network provided by communication providers.

Further, communication between the radio base station and the server device through the local network is independent from the radio LAN.

Applicants respectfully submit Tracy fails to disclose or suggest sending/receiving electronic coupons to/from a portable terminal at a radio base station of a radio LAN while checking that the portable terminal is an electronic coupon sending/collecting target at the server device.

The outstanding rejection is based on the position that Tracy discloses at column 1, lines 20-36 and column 2, lines 56-64 the claimed operation of requesting a notification of a terminal identifier of a radio portable terminal from a radio base station and receiving the notification from the radio portable terminal. However, applicants respectfully traverse that position.

More particularly, applicants note the claimed process of requesting the notification and receiving the notification take place directly between the radio portable terminal and the radio base station through the radio LAN (local area network) without utilizing a public communication network provided by communication providers, as now clarified in the noted independent claims.

In contrast to such a claimed feature, at column 1, lines 20-36 Tracy merely describes that data collecting portable computing terminals can be equipped with wireless communication radio systems in general, and at column 2, lines 56-64 Tracy merely describes that a portable terminal can be made to function as a telephone and pager by being provided with a voice transmission channel (i.e., a communication channel and a public communication network). Tracy completely fails to disclose or suggest any specific procedure for a notification of a terminal identifier of a radio portable terminal, initiated from

the radio base station side and carried out directly between the radio portable terminal and the radio base station through the radio LAN, as clarified in the noted claims.

The outstanding rejection further cites the teachings in Tracy at column 9, lines 27-30 and lines 55-60 as meeting the claimed limitations of requesting a check of whether a radio portable terminal is an electronic coupon sending/collecting target or not from the radio base station to a server device, and checking such at the server device and notifying the result from the server device and to the radio base station. Applicants, however, respectfully also traverse that position.

More particularly, the claimed operation of requesting the check and notifying the result take place directly between the radio base station and the server device, through a local network (such as Ethernet) provided between the radio base station and the server device in advance, and not through the radio LAN.

In contrast to such a claimed feature, at column 9, lines 27-31 and lines 55-60 Tracy merely describes certain types of information that can be obtained from a central host and displayed at a portable terminal of each customer, which include electronic coupons and paper coupons. Tracy completely fails to disclose or suggest any specific procedure for a notification of an electronic coupon sending/collecting target check result initiated from the radio base station side and carried out directly between the radio base station and the server device without using the radio LAN, as clarified in the noted claims.

The outstanding rejection also cites the teachings in Tracy at column 9, lines 25-30 and 55-60, column 10, lines 9-15, column 5, lines 46-53, and column 6, lines 25-51 as disclosing carrying out a processing for sending/collecting the electronic coupon at the radio base station through the radio LAN according to a notified check result. Applicants, however, respectfully also traverse that position.

More particularly, the claimed process of sending/collecting the electronic coupon takes places directly between the radio base station and the radio portable terminal, through the radio LAN.

In contrast to such a claimed operation, at column 9, lines 25-30 and 55-60 Tracy merely describes certain types of information that can be obtained from the central host and displayed at a portable terminal of each customer. At column 10, lines 9-15 Tracy merely describes downloading certain information that is not selection sensitive (see also column 9, line 66 to column 10, line 8). At column 5, lines 46-53 and column 6, lines 25-51 Tracy merely describes a wireless communication between a portable terminal and a central host to multiple access points.

Tracy, however, completely fails to disclose or suggest any specific process of sending/collecting electronic coupons directly from a radio base station to the radio portable terminal, through the radio LAN, according to the check result received from the server device at the radio base station.

In such ways, applicants respectfully submit Tracy fails to disclose or suggest each of the claimed features of each of independent claims 1, 2, 17, 19, and 37, and the claims dependent therefrom, and thereby those claims distinguish over Tracy.

Further, with respect to independent claims 23, 24, 38, and 39, those claims are also amended by the present response to clarify features therein. The methods and systems recited in those claims enable a more detailed analysis of information regarding a facility of users such as customers, by automatically recording successive locations through which a user passes as a user moves in the facility, by utilizing communications between a portable terminal held by the user and a radio base station arranged at various locations in the facility through a radio LAN.

Applicants respectfully submit Tracy fails to disclose or suggest tracking a movement of a user by utilizing communications through a radio LAN with radio base stations arranged throughout a facility.

The Office Action cites the teachings in Tracy at column 1, lines 20-36 and column 2, lines 56-64 to disclose requesting a notification of a terminal identifier of a radio portable terminal from a radio base station and receiving the notification from the radio portable terminal. Applicants, however, respectfully traverse that position.

The claimed process of requesting notification and receiving the notification take place directly between the radio portable terminal and the radio base station through the radio LAN, without utilizing a public communication network provided by communication providers, as now clarified in the noted claims.

In contrast to that feature, Tracy at column 1, lines 20-36 merely describes that data collecting portable computing terminals can be equipped with wireless communication radio systems in general, and at column 2, lines 56-64 Tracy merely describes that a portable terminal can be made to function as a telephone and pager by being provided with a voice transmission channel (i.e., a communication channel in a public communication network).

Tracy, however, completely fails to disclose or suggest any specific procedure for a notification of a terminal identifier of the radio portable terminal, initiated from the radio base station side and carried out directly between the radio portable terminal and the radio base station through the radio LAN, as claimed.

The Office Action also fails to address the claimed operation of notifying the notified terminal identifier from the radio base station to the server device through the local network, which is different from the radio LAN.

In that regard, applicants note Tracy fails to describe or suggest any specific process of notifying a terminal identifier of the radio portable terminal from the radio base station to

the server device, through a local network (such as Ethernet) provided between the radio base station and the server device in advance, and not through the radio LAN.

The Office Action further cites the teachings in Tracy at column 12, lines 50-55, column 14, lines 30-48 and 54-65, column 5, lines 46-53, column 6, lines 25-51, column 18, lines 13-21, and column 9, lines 55-61 to disclose recording and managing management information at a server device. Applicants, however, respectfully traverse that position.

The claimed management information contains terminal identifiers notified from the radio portable terminal via the radio base station, as well as information regarding an arranged location of the radio base station through which the terminal identifier is notified to the server device. By recording a series of such management information, the claimed invention makes it possible to manage information on the movement of a user in a facility.

In contrast to the claimed features, at column 12, lines 50-55 Tracy merely describes a possibility of realizing in-store marketing programs including pin-point marketing, coupon distribution, and coupon tracking. At column 14, lines 3-48 and 55-64 Tracy merely describes a presentation of advertising messages to a customer through the portable terminal, a display of customer specific data and external advertising messages through the portable terminal, uploading of customer shopping lists from the central host to the portable terminal, and an item selection method that can be carried out by the customer by utilizing a list of previously purchased items. At column 5, lines 46-53 and column 6, lines 25-51 Tracy merely describes a wireless communication between a portable terminal and the central host through multiple access points. At column 18, lines 13-21 Tracy merely describes a self-checkout system having a product information distribution system. At column 9, lines 55-61 Tracy merely describes certain types of information that can be obtained from the central host and displayed at a portable terminal of each customer.

Tracey, however, completely fails to disclose or suggest any specific process of recording and managing management information that contains a terminal identifier of a radio portable terminal and information regarding an arranged location of a radio base station through which the terminal identifier is notified.

In view of these further comments applicants respectfully submit each of independent claims 23, 24, 38, and 39, and thereby the claims dependent therefrom, also distinguish over Tracy.

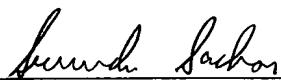
In view of these foregoing comments, applicants respectfully submit each of claims 1-39 distinguish over the applied art to Tracy.

Moreover, no teachings in Murdock overcome the deficiencies of Tracy with respect to claim 18.

In view of these foregoing comments, applicants respectfully submit the present application is now in condition for allowance, and it is hereby respectfully requested that this case be passed to issue.

Respectfully submitted,

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